

Parliament Lights
Offensive Mailing Program
ROI/Volume Analysis

Quantity mailed	128,747
Response	39,654
Switchers from offensive	6,916
Switchers from defensive	5,357
Total self-identified inswitchers	12,273
Packs from inswitchers *	4,479,645
Packs from competitive **	43,243
Packs from premium responders ***	73,290
Total packs	4,596,178
Revenue ****	\$2,298,089
Total cost *****	\$537,692
Profit	\$1,760,397
ROI	327%
Existing Parliament smokers	496,000
New Parliament smokers	12,273
Increase	2.47%

* 1 pack per day for 1 year

** includes offensive and defensive responders

*** 35 UPCs from 2094 responders

**** \$.50 per pack

***** Offensive 1,2, Defensive 3,4 + coupons

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TOTAL P.02